

Marin County

Occupational Outlook Report 1997

A Product of and Sponsored by:

Marin County Board of Supervisors
Marin County Private Industry Council
Marin County Department of Health & Human Services
State of California Employment Development Department
California Occupational Information Coordinating Committee

The California Cooperative



Occupational Information System

In Cooperation With:

College of Marin
Marin County Office of Education
Tamalpais Adult High School District
California Department of Rehabilitation
Marin Employment Connection Community Partners

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ABOUT THE:

CCOIS

The 1997 **Marin County Occupational Outlook Report** is produced in conjunction with the California Cooperative Occupational Information System (CCOIS), which has been producing reports for other California counties since 1986. The CCOIS aggregate report contains information on all 58 California counties and on all of California's workforce. No other source of occupational information offers the up-to-date, local labor market focus that is found in this and other CCOIS reports.

The mission of the CCOIS is "to improve the match between employers' needs for skilled labor and the skills of the California workforce. This is accomplished by providing current localized information which results in better labor decisions. These decisions are made by job seekers, employers, policy makers, legislators, training staff, students, educators, counselors, administrators and others who prepare people for, and help them to obtain work."

For additional information or to order other publications, contact:

Employment Development Department
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Your opinion counts...your participation in completing the questionnaire enclosed in this publication is appreciated. Your response will help us to insure that our work meets the needs of our customers.

Thank you.

MARIN COUNTY PRIVATE INDUSTRY COUNCIL (PIC)

PIC is composed of representatives of private industry, labor, education, and community service organizations, with the goal of meeting the needs of both employers and job seekers. PIC is the local oversight body for federal and state employment and training funds, including the funding for this survey project.

MARIN EMPLOYMENT CONNECTION

The Marin Employment Connection (MEC), in alliance with the Marin County Private Industry Council (PIC), the County Department of Health and Human Services, the State of California Employment Development Department and more than 30 community programs and agencies, provides a broad range of services to businesses and employers, and to job, education and training seekers.

BUSINESS RESOURCES

- Recruitment and screening of job applicants
- Publications and technical assistance
- Informational seminars and workshops
- Tailored training
- Labor market information
- Financial incentives
- Small business development

JOB SEEKING ASSISTANCE

- Career guidance and counseling
- Adult basic education
- Vocational training
- Job search workshops
- Self-service resource centers
- Job development and placement
- Computer-based learning labs
- On-line job search assistance

For more information, call the Marin Employment Connection (415) 499-7845.

MARIN COUNTY

Marin County is a triangular-shaped area, located north of the Golden Gate Bridge, south of Sonoma County, bordered on the west by the Pacific Ocean and 54th in size of California's 58 counties. Its population has grown from several hundred in the mid 19th century to approximately 250,000 today. Many of the early settlers developed Marin's dairy industry, which remains a center of activity in the western areas of the county. The climate is temperate, with warm, dry summers, featuring coastal fog, and the mostly moderate winters feature periods of heavy rain. Subtropical plants and trees abound, with an abundance of large Eucalyptus trees visible throughout the county.

Marin County has a diverse population and broad range of employment and business opportunities. Home-based businesses are prevalent and an increasing number of Marinites are employed in high technology industries. Public transportation is very good and thousands of the county's employees commute into Marin on a daily basis from surrounding counties, to help fill its approximate 100,000 jobs. This job total is projected to increase to 105,000 - 110,000 by 2001.

The employer community includes approximately 9,000 businesses, the vast majority of them with less than 100 employees. Some notable large employers include Autodesk, Fair Isaac, Fireman's Fund, Lucas Arts, Broderbund and Mindscape. Agriculture remains alive in the county and weekly farmer's markets reflect an ongoing attention to the growing of produce. As of December, 1997, the Marin County labor force is approximately 133,000 with an unemployment rate of 2.1%, second lowest in California. The three largest occupations - retail sales, office clerks and general managers - comprise over 8% of the county's labor market. It is anticipated that, with the increasing emergence and importance of technology, these trends will shift in the near future.

INTRODUCTION

This is the second year that a Occupational Outlook Report has been produced for the County of Marin in Northern California. The information presented in this report was collected and analyzed by the staff of the Marin Employment Connection (MEC) and the Marin County Department of Health & Human Services. Questions regarding the information in this report should be directed to the MEC. The research methods and terminology are explained to assist the reader in understanding and maximizing the report's use.

Possible Uses for this Report

CAREER DECISIONS

Career counselors and job seekers can determine occupational choices based on skills, abilities, interests, education and personal needs. The localized information in this report is easy to understand and includes employer evaluations and preferences, wages and benefits, supply and demand assessments and more.

CURRICULUM DESIGN

Training providers can assess and update their curriculum based on current employer needs and projected trends, as indicated in this report.

ECONOMIC DEVELOPMENT

Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates, and wages, useful in determining the potential for business growth and development within Marin County.

HUMAN RESOURCE MANAGEMENT

Small business owners and corporate human resource directors can use this report to determine competitive wages and benefits, improve their recruitment techniques and assess the availability of qualified workers for business relocation or expansion purposes.

PROGRAM PLANNING

This report provides planners and administrators with local employment and training information, occupational size and expected growth rates. Program planners can use this data to evaluate, eliminate, improve and plan new programs.

PROGRAM MARKETING

This occupational information is reliable, locally developed and can be used by economic developers, employers, training providers and job placement specialists to market their programs and services more effectively.

THE PROGRAM METHODS

OCCUPATION SELECTION

The first step in the 1997 project was to identify the occupations to be researched. A preliminary list of occupations was developed by potential users of the labor market information while attending community meetings designed for this purpose. These users included program administrators, vocational planners and counselors, employers and others. The partners of the Marin Employment Connection were valuable during this process. Criteria used for selecting occupations were:

- The occupation was to have a substantial employment base in the county;
- There was a substantial number of projected job openings in the county; and
- The potential salary level was \$7.00 an hour or more.

TITLES AND DEFINITIONS OF OCCUPATIONS

The occupation has a job title and a definition which identifies the various activities and functions of the worker. Occupations represent what workers do. The titles and definitions used in this report are based on the Occupational Employment Statistics (OES) dictionary published by the U.S. Department of Labor of Bureau of Labor Statistics (BLS), May 1992. BLS uses the OES definition which describes the tasks involved within the occupation. Examples of OES occupational titles include: Carpenters, Computer Engineers and Financial Managers.

SURVEY SAMPLE SELECTION

After the occupations are selected and defined, an employer sample is developed for each occupation. One consideration in drawing the employer sample was to identify the industry classification.

An industry title represents the economic activity in which a firm is engaged. Industries are classified according to or following the Standard Industrial Classification manual. There are nine major industry groups. Some examples of industry groups are agriculture, construction, manufacturing and retail trade, which contain almost 900 detailed industry categories. Every firm in the state is classified in one or more of these detailed industry categories, according to the product or service they render.

LMID staff, using detailed databases on employers and occupational staffing within industries, chose a representative sample of employers for each of the occupations. A nurse aide will generally work for a firm classified in the health services category, whereas a computer engineer may be scattered across several industries - health services, retail trade, manufacturing, etc. This was considered for each occupation, when establishing the sample of employers to receive questionnaires. This sample was carefully reviewed by MEC staff. Employers were added and deleted, as appropriate, to obtain a sample of 40 potential employers.

QUESTIONNAIRE DEVELOPMENT

A standard questionnaire reviewed by MEC is used for all occupations. EDD developed the questions to be asked for each occupation.

SURVEY PROCEDURES

The following survey procedures were used:

- Questionnaires, along with a cover letter explaining the goals and objectives of the CCOIS program, were mailed to all employers included in the survey sample. Employers were given approximately a two-week "window" period in which to respond. Those who did not respond were called directly in an effort to obtain the information through telephone interviews.
- All surveys were reviewed to ensure accuracy and completeness. Employers were contacted, if answers were unclear or conflicted with other answers and information obtained about the occupation.
- If a sufficient number of responses could not be obtained in a reasonable time with the finalized list of up to 40 employers, additional employers were added to the list based on knowledge of local firms, the firms listed in the Yellow Pages, or the firms listed with the Chamber of Commerce.

TABULATION AND RESULTS

The survey responses were entered into a database and tabulations were produced. From those tabulations the data was analyzed and the final Occupational Summaries were prepared. Each occupational summary provides information on wages/benefits, employment trends, employer evaluations and recruitment techniques. Specific employer information is confidential.

THE OCCUPATIONAL SUMMARIES

The following descriptions are provided to explain each section of the occupational summaries. Occupations are listed alphabetically by their title. The Occupational Employment Statistics (OES) Code, number of responding firms and alternate titles are provided at the beginning of each summary.

DESCRIPTON

The titles and descriptions are based on the OES Dictionary published by the Bureau of Labor Statistics, May 1992, and published by the U.S. Department of Labor, Employment and Training Administration, Fourth Edition. The occupations were selected for survey based on the needs of local users of occupational information. The one or two alternate titles most used by employers are also listed.

WAGES AND BENEFITS

HOURLY WAGES

The standard definition of wage data categories enable comparison of salary ranges across occupations. The ranges are based primarily on employer surveys and contracts with unions. Extreme answers may be excluded. Union wages are reported separately, when union employment represents 20 percent or more of the total workers in the occupation. The only exception is if confidential data might be revealed. The wages reported are based on data collected from July 1997 through December 1997 and reflect the following categories.

New to firm, no experience	The wages of persons trained or untrained, but with no paid experience in the occupation.
New to firm, experienced	The starting wages paid to journey-level or experienced workers newly hired at the firm.
Three years with firm, experienced	The wages generally paid to workers with three years journey-level experience at the firm.

Within this section, the work week also is addressed.

When reference is made to "all," "almost all," "most," "many," "some," or "few," the following definitions apply:

All Employers	100% of respondents
Almost All Employers	80% up to but not including 100%
Most Employers	60% up to but not including 80%
Many Employers	40% up to but not including 60%
Some Employers	20% up to but not including 40%
Few Employers	Less than 20%

BENEFITS

Employee benefits traditionally offered by employers are identified by percentages in full time and part time categories, based on the number of employers responding.

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST

This information comes from occupational forecast tables prepared by EDD. These tables provide past, present and future employment by occupation and projected job growth rates for occupations in Marin.

SIZE

The term used to describe the employment level of a particular occupation refers to its estimated number of workers in the occupation. Occupational size in Marin County is measured using the following scale:

Small	146 or less	Large	294 - 636
Medium	147 - 293	Very Large	More than 637

GROWTH RATING

This report will use some standard terms to describe the expected growth rate for the outlook period. These trends are projected to four years in the future. These terms are:

Much faster than average	= 1.50 times average or more
Faster than average	= 1.10 to but not including 1.50 times average
Average	= 0.90 to but not including 1.10 times average
Slower than average	= less than 0.90 times average
No significant change, or remained stable	
Decline	

JOB OPENINGS

For the occupations studied, the openings reported are the result of occupational growth and separations.

AVERAGE GROWTH

The average growth rate for Marin County is displayed for comparison to the occupational growth rating.

SUPPLY AND DEMAND

The terms used in this section of the summary refer to the relative difficulty employers experience in finding fully experienced and qualified applicants and inexperienced applicants (trained or untrained) who meet their hiring standards. The terms used in describing the local supply and demand situation found in the area at the time of the survey are defined as:

Very Difficult	Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants.
Somewhat Difficult	Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants.
A Little Difficult	Supply is somewhat greater than demand for qualified applicants.
Not Difficult	Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

OCCUPATIONAL EMPLOYMENT

This section discusses the growth pattern for the last year and the next three years.

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

In this section the report reflects survey responses of employers. They were asked to respond on the level of education of their recent, new hires.

EXPERIENCE AND OTHER REQUIREMENTS

This part of the report shows the responses to questions of whether work experience is required and whether employers are likely to accept training as a substitute for experience.

JOB QUALIFICATIONS

The basic skills, knowledge, abilities and certification and licensing information described in this section are from LMID Library resource materials and not from the surveyed employer responses.

RECRUITMENT TECHNIQUES

This section lists the major sources which employers reported using in their recruitment efforts.

OTHER INFORMATION

PROMOTION

This statement reveals promotional opportunities.

AVAILABLE TRAINING

Local training providers are identified for each occupation, if applicable. A list of training providers' contact information is located at the end of the report. This list of training providers only addresses the 19 studied occupations.

MARIN COUNTY PREVIOUSLY SURVEYED OCCUPATIONS (1996):

Occupation	OES Code
Automotive Mechanics	853020
Child Care Workers	680380
Computer Programmers, Including Aides	251051
Data Processing Equipment Repairers	857050
Dental Assistants	660020
Gardeners, Groundskeepers - Except Farm	790300
Heating, Air Conditioning and Refrigeration Mechanics and Installers	859020
Home Health Care Workers	660110
Human Service Workers	273080
Instructional Aides	315211
Licensed Vocational Nurses	325050
Maintenance Repairers - General Utility	851320
Medical Assistants	660050
Paralegal Personnel	283050
Registered Nurses	325020
Secretaries, General	551080
Secretaries, Legal	551020
Systems Analysts - Electronic Data Processing	251020

BILLING, COST AND RATE CLERKS

17 Respondents Representing 456 Employees

OES Code: 553440

Alternate Titles: Medical Billers, Payroll Specialists

DESCRIPTION

Billing, Cost and Rate Clerks compile data, compute fees and charges, and prepare invoices for billing purposes. Their duties also include computing costs and calculating rates for goods, services, and shipment of goods; posting data and keeping other relevant records. Their work may involve the use of typing, adding, calculating, and book-keeping machines. This report does not include workers whose primary duty is operation of special office machines such as billing, posting and calculating machines, or workers who calculate charges for passenger transportation.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$7.00	\$12.00	\$ 9.79
Experience	\$8.00	\$19.00	\$12.71
3 years experience	\$9.50	\$35.00	\$15.00

Hours: Almost all employers report 40 hour work weeks. Some employers report an average 17 hour work week for part-timers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Almost All (94%)	Some (24%)
Dental Insurance	Almost All (82%)	Some (24%)
Vision Insurance	Some (35%)	Few (6%)
Life Insurance	Many (41%)	Few (12%)
Paid Sick Leave	Almost All (88%)	Some (29%)
Paid Vacation Leave	All (100%)	Some (29%)
Retirement	Many (59%)	Few (6%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Large (1994 employment 360)
Growth Rating: No significant change (3.3%)
Job Openings: 80
Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>A Little Difficult</i>

Occupational employment during:

	Last Year	Next 3 years
Stable	Almost All (88%)	Almost All (88%)
Grow	Few (12%)	Few (12%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Some	(36%)
2. Some College	Many	(50%)
3. Associate (2 year) Degree	Few	(9%)
4. Bachelors (4 year) Degree	Few	(5%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Few (6%)	Many (41%)	Many (53%)
Training as substitute for work experience:	Some (35%)	Many (53%)	Few (12%)	None (0%)

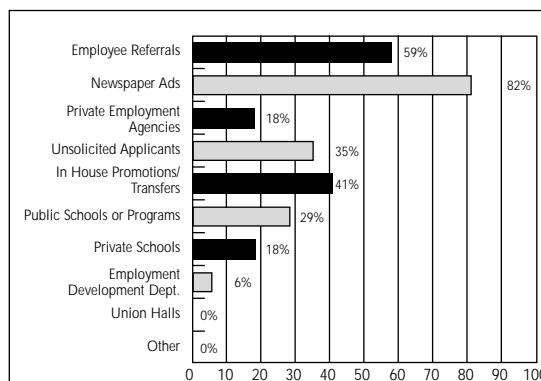
JOB QUALIFICATIONS

Ability to: read and follow instructions; work under pressure; interact with others; follow oral instructions; write legibly to follow billing procedures; to sit continuously for 2 or more hours.

Skills in: public contact, basic mathematics, data entry.

Knowledge of: word processing, database, spreadsheet, electronic billing.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to supervisor.

AVAILABLE TRAINING

College of Marin
Marin County Office of Education,
Regional Occupational Program (ROP)

CARPENTERS

15 Respondents Representing 240 Employees

OES Code: 871020

Alternate Title: Journeymen

DESCRIPTION

Carpenters perform the carpentry duties necessary to make or repair wooden structures, structural members, and fixtures and equipment using carpentry tools and woodworking machines. This report does not include Cabinetmakers and Bench Carpenters.

WAGES/BENEFITS

WAGES:	Low	High	Median
(Non Union)			
No experience	\$ 7.50	\$12.00	\$10.50
Experience	\$ 8.00	\$20.00	\$16.00
3 years experience	\$14.00	\$27.00	\$20.00
(Union)			
No experience	\$10.40	\$14.00	\$12.50
Experience	\$16.00	\$26.00	\$26.00
3 years experience	\$26.00	\$30.00	\$26.00

Hours: Almost all employers report 40 hour work weeks. A few employers report an average 29 hour work week for temporary workers and 37 hour work weeks for seasonal workers.

BENEFITS:	Full Time	
Medical Insurance	All	(100%)
Dental Insurance	Most	(73%)
Vision Insurance	Few	(9%)
Life Insurance	Some	(36%)
Paid Vacation	Many	(45%)
Retirement	Many	(45%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994-2001

Size: Very large (1994 employment 710)
 Growth Rating: Average (11.3%)
 Job Openings: 180
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>Somewhat Difficult</i>

Occupational employment during:

	Last Year	Next 3 years
Decline	Few (7%)	Few (13%)
Stable	Many (40%)	Most (60%)
Grow	Many (53%)	Some (27%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Almost All	(91%)
2. Some College	Few	(9%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Some (20%)	Some (20%)	Most (60%)
Training as substitute for work experience:	Some (20%)	Most (67%)	Few (13%)	None (0%)

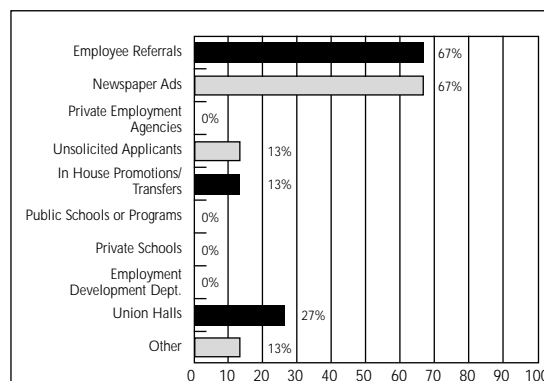
JOB QUALIFICATIONS

Ability to: stand continuously for 2 or more hours; work independently; operate power hand tools; read and follow instructions; lift at least 50 pounds repeatedly; perform strenuous physically demanding work; tolerate cigarette smoke.

Skills in: agility and coordination, rough carpentry.

Certificates and Licenses: valid driver's license.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to foreman.

AVAILABLE TRAINING

Research indicates no formal, local training is available, except through trade unions.

COMPUTER ENGINEERS

13 Respondents Representing 56 Employees

OES CODE: 221270

ALTERNATE TITLES: Software Developers, Software Engineers

DESCRIPTION

Computer Engineers analyze data processing requirements to plan EDP systems to provide system capabilities required for projected work loads. They plan layout and installation of new systems or modification of existing systems. They may set up and control analog or hybrid computer systems to solve scientific and engineering problems.

WAGES/BENEFITS

Wages:	Low	High	Median
No experience	\$ 9.59	\$22.76	\$14.38
Experience	\$16.11	\$33.56	\$23.97
3 years experience	\$19.18	\$50.00	\$29.97

Some employers report bonus compensation.

Hours: All employers report an average 42 hour work week.

BENEFITS:	Full Time	
Medical Insurance	All	(100%)
Dental Insurance	Almost All	(83%)
Vision Insurance	Many	(50%)
Life Insurance	Many	(58%)
Paid Sick Leave	Almost All	(93%)
Paid Vacation	Almost All	(92%)
Retirement	Most	(75%)
Child Care	Few	(17%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994-2001

Size: Large (1994 employment 360)
 Growth Rating: Much Faster Than Average (69.4%)
 Job Openings: 280
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>Somewhat Difficult</i>

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (8%)	None (0%)
Stable	Almost All (84%)	Some (31%)
Grow	Few (8%)	Most (69%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Associate (2 year) Degree	Few	(11%)
2. Bachelor (4 year) Degree	Almost All	(89%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	None (0%)	Many (54%)	Many (46%)
Training as substitute for work experience:	Some (38%)	Most (62%)	None (0%)	None (0%)

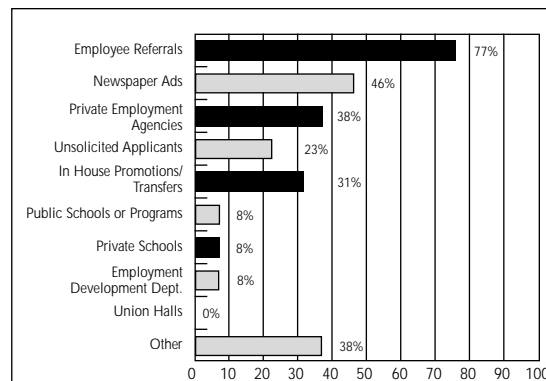
JOB QUALIFICATIONS

Ability to: analyze data to solve problems; interact well with others; read and follow instructions; maintain good customer relations; work as part of a team.

Skills in: basic mathematics.

Knowledge of: database, spreadsheet, word processing and advanced computer languages.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to management or other higher level positions.

AVAILABLE TRAINING

College of Marin
 Dominican College
 Marin County Office of Education,
 Regional Occupational Program (ROP)
 Tamalpais Adult High School District

COMPUTER SUPPORT SPECIALISTS

10 Respondents Representing 39 Employees

Non OES Code: 251040999

Alternate Titles: Technical Support Technicians, Consultants

DESCRIPTION

Computer Support Specialists provide technical assistance and training to computer system users. Investigate and resolve computer software and hardware problems of users. Answer clients' inquiries in person and via telephone concerning the use of computer hardware and software, including printing, word processing, programming languages, electronic mail and operating systems.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$13.21	\$14.38	\$14.38
Experience	\$10.00	\$26.37	\$16.72
3 years experience	\$13.43	\$28.77	\$20.54

Some employers report bonus compensation.

Hours: Almost all employers report a 43 hour average work week.

BENEFITS:	Full Time	
Medical Insurance	All	(100%)
Dental Insurance	Almost All	(89%)
Vision Insurance	Many	(44%)
Life Insurance	Most	(67%)
Paid Sick Leave	Most	(67%)
Paid Vacation	Most	(78%)
Retirement	Most	(67%)
Child Care	Few	(11%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994- 2001

Data unavailable

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>A Little Difficult</i>

Occupational employment during:

	Last Year	Next 3 years
Decline	Few (10%)	None (0%)
Stable	Many (40%)	Some (20%)
Grow	Many (50%)	Almost All (80%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Some College	Many	(42%)
2. Associate (2 year) Degree	Some	(25%)
3. Bachelor (4 year) Degree	Some	(33%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Few (10%)	Few (10%)	Almost All (80%)
Training as substitute for work experience:	Most (60%)	Many (40%)	None (0%)	None (0%)

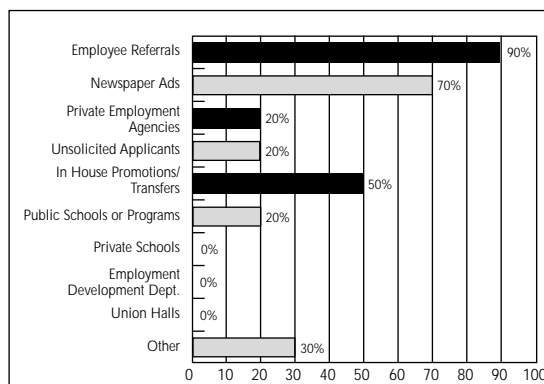
JOB QUALIFICATIONS

Ability to: work independently; work as part of a team; communicate both technically and non-technically,

Skills in: oral communication, training.

Knowledge of: database, network, word processing, spreadsheet, desktop publishing.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to management or other higher level positions.

AVAILABLE TRAINING

College of Marin
Marin County Office of Education,
Regional Occupational Program (ROP)
Tamalpais Adult High School District

CUSTOMER SERVICE REPRESENTATIVES

16 Respondents Representing 453 Employees

Non OES CODE: 553350998

Alternate Titles: Customer Support, Claims Processor

DESCRIPTION

Customer Service Representatives talk with customers to find solutions to customers' problems. They may work at a professional or clerical level. Customer Service Representatives at clerical levels deal with complaints about products or billing or receive orders for products or services. Representatives at professional levels most often are employed with companies selling complex products, such as computers. They answer questions and investigate and correct errors. They may train customers in the use of the product or interpret customer needs to technical staff.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$6.00	\$13.19	\$ 8.15
Experience	\$7.00	\$20.19	\$10.36
3 years experience	\$8.00	\$20.19	\$14.11

Hours: Almost all employers report an average 39 hour work week. A few employers report an average 24 work week for part-timers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	All (100%)	Some (25%)
Dental Insurance	All (100%)	Some (25%)
Vision Insurance	Most (75%)	Some (25%)
Life Insurance	Almost All (88%)	Few (19%)
Paid Sick Leave	Almost All (94%)	Some (25%)
Paid Vacation	Almost All (94%)	Some (25%)
Retirement	Almost All (81%)	Some (25%)
Child Care	Few (13%)	Few (6%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994- 2001

Data unavailable

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>A Little Difficult</i>
Inexperienced	<i>A Little Difficult</i>

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (13%)	None (0%)
Stable	Many (50%)	Many (50%)
Grow	Some (38%)	Many (50%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School	Some	(32%)
2. Some College	Most	(68%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	Few (6%)	Some (31%)	Some (31%)	Some (31%)
Training as substitute for work experience:	Some (31%)	Many (50%)	Few (19%)	None (0%)

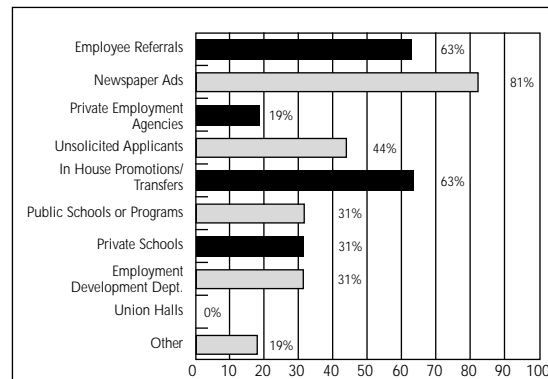
JOB QUALIFICATIONS

Ability to: Information unavailable.

Skills in: Information unavailable.

Knowledge of: Information unavailable.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Almost all employers promote to management or other higher level positions.

TRAINING

College of Marin
Dominican College
Marin County Office of Education,
Regional Occupational Program (ROP)

ELECTRICIANS

11 Respondents Representing 85 Employees
OES CODE: 872020

Alternate Titles: Journeymen, Foremen

DESCRIPTION

Electricians install, maintain and repair wiring, electrical equipment, and fixtures. They insure that work is in accordance with relevant codes. They may read blueprints. This report may include Protective Signal Installers and Repairers and Street Light Servicers.

WAGES/BENEFITS

WAGES: (Non-Union)	Low	High	Median
No experience	\$ 8.00	\$12.00	\$10.00
Experience	\$12.00	\$15.00	\$14.00
3 years experience	\$16.00	\$24.00	\$20.00
(Union)			
No experience	\$ 8.00	\$16.00	\$ 8.00
Experience	\$25.00	\$29.76	\$26.53
3 years experience	\$25.00	\$33.00	\$28.88

Hours: Almost all employers report 40 hour work weeks. A few employers report an average 33 hour work week for temporary workers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Almost All (91%)	Few (9%)
Dental Insurance	Most (64%)	Few (9%)
Vision Insurance	Some (36%)	Few (9%)
Life Insurance	Few (18%)	Few (9%)
Paid Sick Leave	Some (36%)	None (0%)
Paid Vacation	Almost All (82%)	None (0%)
Retirement	Most (73%)	None (0%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Medium (1994 employment 280)
Growth Rating: Slower than Average (7.1%)
Job Openings: 60
Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>Somewhat Difficult</i>

Occupational employment during:

	Last Year	Next 3 Years
Stable	Many (45%)	Some (36%)
Grow	Many (55%)	Most (64%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent Almost All (90%)
2. Some College Few (10%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	None (0%)	Most (73%)	Some (27%)
Training as substitute for work experience:	Few (9%)	Almost All (91%)	None (0%)	None (0%)

JOB QUALIFICATIONS

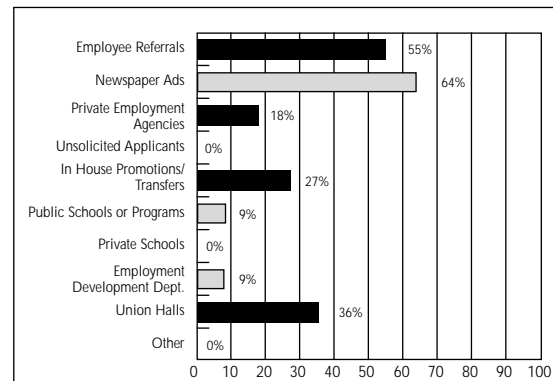
Ability to: use hands, arms and fingers; implement safe work practices; work in cramped/confined spaces; stand continuously for 2 or more hours; read and follow instructions; use reference materials; climb ladders; work independently; install electrical equipment.

Skills in: oral communications.

Knowledge of: electrical technology, word processing and spreadsheet.

Certificates and Licenses: valid driver's license.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to estimator, foreman or manager.

AVAILABLE TRAINING

College of Marin

FINANCIAL MANAGERS

16 Respondents Representing 43 Employees

OES CODE: 130020

Alternate Titles: Administrative Officers, Accounting Managers

DESCRIPTION

Financial managers plan, organize, direct, control, or coordinate the financial activities of an organization. This report may include managers in banks or similar financial institutions who advise on credit and investment policy or negotiate general policy with financial or other institutions.

WAGES/BENEFITS

WAGES:	Low	High	Median
Experience	\$10.36	\$44.93	\$22.30
3 years experience	\$17.00	\$51.68	\$26.37

No employers hired inexperienced workers.

Hours: Almost all employers report an average 41 hour work week.

BENEFITS:	Full Time	
Medical Insurance	All	(100%)
Dental Insurance	Almost All	(93%)
Vision Insurance	Most	(60%)
Life Insurance	Most	(67%)
Paid Sick Leave	Almost All	(80%)
Paid Vacation	Almost All	(87%)
Retirement	Almost All	(80%)
Child Care	Few	(7%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 950)
 Growth Rating: Average (12.6%)
 Job Openings: 250
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified: *Somewhat Difficult*
 Inexperienced: *Employers do not hire inexperienced workers.*

Occupational employment during:

	Last Year	Next 3 Years
Stable	Almost All (94%)	Almost All (81%)
Grow	Few (6%)	Few (19%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Bachelor (4 year) Degree All (100%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	None (0%)	None (0%)	All (100%)
Training as substitute for work experience:	Most (75%)	Some (25%)	None (0%)	None (0%)

JOB QUALIFICATIONS

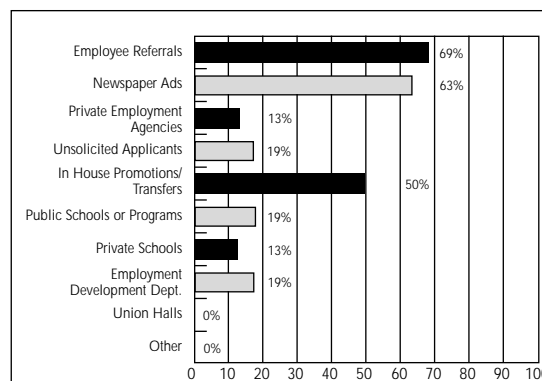
Ability to: make decisions; work under pressure and independently; write effectively; motivate others; read and comprehend information quickly.

Skills in: public contact, oral communications, problem-solving.

Knowledge of: computers including spreadsheet, word processing and database.

Certificates and Licenses: license required for certain industries.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Many employers promote to general manager and other higher level management positions.

AVAILABLE TRAINING

College of Marin
 Dominican College
 Marin County Office of Education,
 Regional Occupational Program (ROP)
 Security Seminars
 Tamalpais Adult High School District

INDUSTRIAL PRODUCTION MANAGERS

15 Respondents Representing 31 Employees

OES Code: 150140

Alternate Titles: Plant Managers, Production Managers

DESCRIPTION

Industrial Production Managers plan, organize, direct, control, or coordinate the operational (line) activities and resources necessary for manufacturing products in accordance with cost, quality, and quantity specifications.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$7.50	\$16.78	\$11.99
Experience	\$8.00	\$22.00	\$16.00
3 years experience	\$9.00	\$25.00	\$18.75

Hours: Almost all employers report an average 41 hour work week.

BENEFITS:	Full Time
Medical Insurance	Almost All (93%)
Dental Insurance	Most (60%)
Vision Insurance	Some (33%)
Life Insurance	Many (47%)
Paid Sick Leave	Almost All (87%)
Paid Vacation	All (100%)
Retirement	Many (47%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Small (1994 employment 80)
 Growth Rating: Average (12.5%)
 Job Openings: 20
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Stable	Almost All (93%)	Most (73%)
Grow	Few (7%)	Some (27%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Some College	Many	(50%)
2. Associate (2 year) Degree	Many	(50%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Few (7%)	Some (33%)	Most (60%)
Training as substitute for work experience:	Many (40%)	Many (40%)	Some (20%)	None (0%)

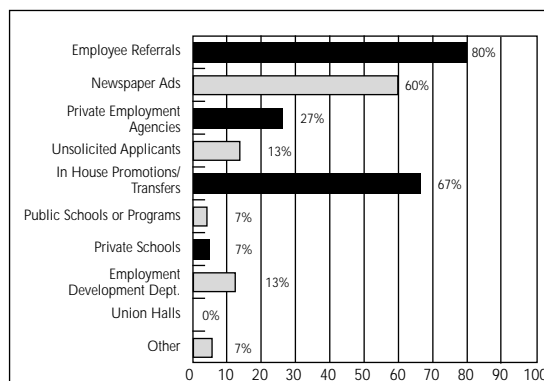
JOB QUALIFICATIONS

Ability to: manage a multicultural workforce; read and follow instructions; meet deadlines; set work priorities; analyze data to solve problems; work under pressure and independently; handle crisis situations; analyze statistics; work nights, weekends and holidays.

Skills in: oral communications, organization, interpersonal.

Knowledge of: specific production processes, the total quality management (TQM) process, computers-database, spreadsheet, word processing and desktop publishing.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers do not promote.

AVAILABLE TRAINING

College of Marin
 Bayview Adult School

JANITORS AND CLEANERS

EXCEPT MAIDS & HOUSEKEEPING CLEANERS

15 Respondents Representing 373 Employees
OES Code: 670050

Alternate Title: Custodians

DESCRIPTION

Janitors and Cleaners, except Maids and Housekeeping Cleaners, keep buildings in clean and orderly condition. They perform heavy cleaning duties, such as operating motor-driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. They may have additional duties and responsibilities, such as tending furnace and boiler, performing routine maintenance activities, notifying management of need for repairs and additions, and cleaning snow or debris from sidewalks.

WAGES/BENEFITS

WAGES:	Low	High	Median
(Non Union)			
No experience	\$5.75	\$ 8.63	\$ 7.25
Experience	\$6.50	\$11.00	\$ 8.63
3 years experience	\$8.00	\$15.00	\$10.55
(Union)			
No experience	\$6.00	\$12.04	\$ 9.99
Experience	\$6.50	\$12.64	\$11.99
3 years experience	\$7.25	\$14.50	\$13.08

Hours: Almost all employers report 40 hour work weeks. Some employers report an average 22 hour work week for part-timers. Few employers report an 18 hour average work week for temporary workers and an average 26 hour work week for seasonal workers.

BENEFITS:	Full Time	Part-time
Medical Insurance	Almost All (93%)	Some (21%)
Dental Insurance	Most (79%)	Some (21%)
Vision Insurance	Many (43%)	Some (21%)
Life Insurance	Many (50%)	Few (14%)
Paid Sick Leave	Most (79%)	Some (21%)
Paid Vacation	Almost All (86%)	Some (21%)
Retirement	Most (64%)	Some (21%)
Child Care	Few (7%)	Few (7%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 1300)
Growth Rating: Slower than average (9.2%)
Job Openings: 310
Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
Inexperienced *A Little Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Stable	Most (67%)	Many (53%)
Grow	Some (33%)	Many (47%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent Almost All (99%)
2. Some College Few (1%)

EXPERIENCE AND OTHER REQUIREMENTS

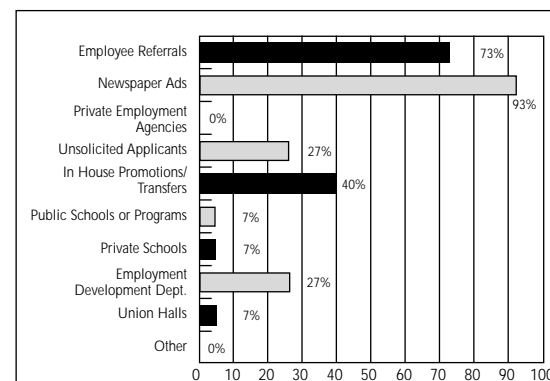
	Never	Sometimes	Usually	Always
Work experience required:	Few (13%)	Few (7%)	Most (73%)	Few (7%)
Training as substitute for work experience:	Some (33%)	Some (33%)	Few (13%)	Some (20%)

JOB QUALIFICATIONS

Ability to: follow oral instructions; work independently; read and follow instructions; stand continuously for 2 or more hours.

Knowledge of: cleaning compounds and solutions, familiarity with hazardous materials, computers.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to supervisor.

AVAILABLE TRAINING

Marin County Office of Education,
Regional Occupational Program (ROP)

MEDICAL RECORDS TECHNICIANS

15 Respondents Representing 40 Employees

OES Code: 329110

Alternate Titles: Medical Records Clerks, Medical File Clerks

DESCRIPTION

Medical Records Technicians compile and maintain medical records of hospitals and clinic patients.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$6.50	\$12.46	\$ 8.00
Experience	\$6.50	\$14.00	\$10.00
3 years experience	\$8.50	\$15.00	\$10.00

Hours: Most employers report 40 hour work weeks. Many employers report an average 21 hour work week for part-timers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	All (100%)	Many (43%)
Dental Insurance	Most (71%)	Some (29%)
Vision Insurance	Some (36%)	Few (14%)
Life Insurance	Most (64%)	Some (21%)
Paid Sick Leave	All (100%)	Many (50%)
Paid Vacation	All (100%)	Many (50%)
Retirement	Most (79%)	Some (21%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Small (1994 employment 40)
 Growth Rating: Much faster than average (25%)
 Job Openings: 20
 Average for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Stable	Almost All (87%)	Almost All (87%)
Grow	Few (13%)	Few (13%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Most	(65%)
2. Some College	Some	(29%)
3. Associate (2 year) Degree	Few	(6%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	Few (13%)	Many (40%)	Some (27%)	Some (20%)
Training as substitute for work experience:	Many (47%)	Many (40%)	Few (13%)	None (0%)

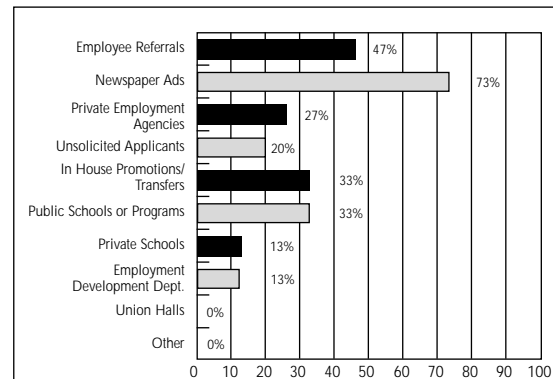
JOB QUALIFICATIONS

Ability to: pay attention to detail; work independently; follow medical records procedures; work under pressure.

Skills in: alpha and numeric filing, oral communications.

Knowledge of: medical terminology.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to supervisor or other higher level positions.

AVAILABLE TRAINING

College of Marin
 Tamalpais Adult High School District

NURSE AIDES

11 Respondents Representing 342 Employees

OES Code: 660080

Alternate Title: Certified Nursing Assistants

DESCRIPTION

Nurse Aides work under the direction of nursing or medical staff to provide auxiliary services in the care of patients. They perform duties such as answering patients' call bells, serving and collecting food trays and feeding patients. Nurse Aides may be called Assistants, Attendants, or Orderlies. Orderlies are primarily concerned with the care of male patients, setting up equipment, and relieving nurses of heavier work. This report does not include Psychiatric Aides and Home Health Aides.

WAGES/BENEFITS

WAGES:	Low	High	Median
(Non Union)			
No experience	\$6.00	\$ 8.50	\$7.50
Experience	\$6.50	\$16.00	\$8.00
3 years experience	\$7.25	\$18.00	\$8.48
(Union)			
No experience	\$7.00	\$ 8.00	\$7.50
Experience	\$7.20	\$ 8.50	\$8.00
3 years experience	\$7.80	\$11.00	\$9.00

Hours: Almost all employers report an average 41 hour work week. Most employers report an average 26 hour work week for part timers. Many employers report an average 12 hour work week for temporary workers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Almost All (89%)	Most (67%)
Dental Insurance	Almost All (89%)	Many (56%)
Vision Insurance	Some (33%)	Some (22%)
Life Insurance	Many (44%)	Some (33%)
Paid Sick Leave	Most (78%)	Most (78%)
Paid Vacation	Most (78%)	Most (78%)
Retirement	Many (56%)	Some (33%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST

Size: Very Large (1994 employment 650)
 Growth Rating: No significant change (4.6%)
 Job Openings: 100
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (9%)	None (0%)
Stable	Many (55%)	Many (55%)
Grow	Some (36%)	Many (45%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Less than High School Few (9%)
2. High School or Equivalent Almost All (91%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	Few (9%)	Few (18%)	Many (45%)	Some (27%)
Training as substitute for work experience:	Some (36%)	None (0%)	Most (64%)	None (0%)

JOB QUALIFICATIONS

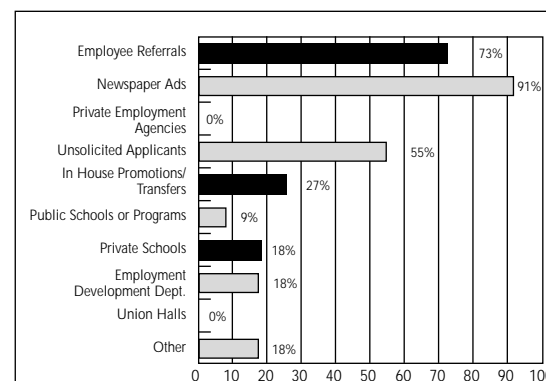
Ability to: follow oral instructions; take vital signs; read and follow instructions; provide personal services to patients; apply transferring techniques moving patients; write legibly; lift at least 50 pounds repeatedly; work under pressure; handle crisis situations.

Skills in: oral communications.

Knowledge of: emergency procedures.

Certificates and Licenses: Certified Nurse Assistant.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Almost all employers promote to supervisor or a higher level position.

AVAILABLE TRAINING

Marin County Office of Education,
 Regional Occupational Program (ROP)

PHYSICAL THERAPISTS

13 Respondents Representing 45 Employees

OES Code: 323080

Alternate Title: None

DESCRIPTION

Physical Therapists apply techniques and treatments that help relieve pain, increase the patient's strength, and decrease or prevent deformity and crippling.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$ 7.09	\$25.00	\$20.43
Experience	\$ 7.89	\$35.00	\$25.00
3 years experience	\$10.52	\$35.00	\$26.00

Hours: Most employers report an average 41 hour work week. Almost all employers report an average 23 hour work week for part timers. Some employers report an average 9 hour work week for temporary workers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	All (100%)	Most (60%)
Dental Insurance	Most (70%)	Many (50%)
Vision Insurance	Most (60%)	Some (30%)
Life Insurance	Most (70%)	Some (30%)
Paid Sick Leave	Almost All (80%)	Many (40%)
Paid Vacation	Almost All (80%)	Many (40%)
Retirement	Many (50%)	Many (40%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Medium (1994 employment 160)
 Growth Rating: Average 12.5%
 Job Openings: 40
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (8%)	None (0%)
Stable	Most (69%)	Many (54%)
Grow	Some (23%)	Many (46%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Associate (2 years) Degree Few (18%)
2. Bachelors (4 years) Degree Almost All (82%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Few (15%)	Some (31%)	Many (54%)
Training as substitute for work experience:	Many (54%)	Some (38%)	Few (8%)	None (0%)

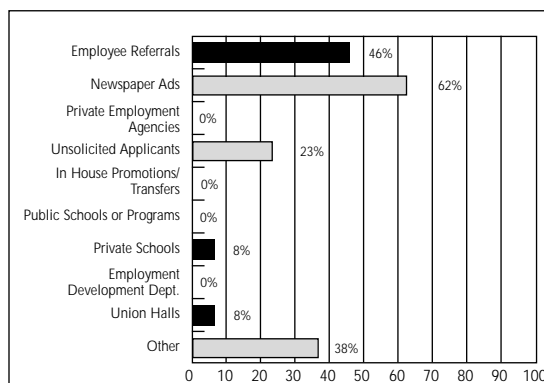
JOB QUALIFICATIONS

Ability to: motivate others; relate to patients; exercise patience; pass a pre-employment medical examination; work as part of a team; work independently; read and follow instructions; detect complications in patients; write effectively; write legibly; plan and organize the work of others.

Skills in: empathy, imagination and creativity, emotional stability, problem solving, oral communications, public contact, manual dexterity, record keeping, orthopedic care, word processing.

Certificates and Licenses: Licensed Physical Therapist.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers do not promote.

AVAILABLE TRAINING

Research does not identify any local training providers.

PRINTING PRESS MACHINE OPERATORS AND TENDERS

16 Respondents Representing 97 Employees

OES Code: 925430

Alternate Titles: Press Operators, Pressman

DESCRIPTION

Printing Press Machine Operators and Tenders operate or tend various types of printing machines, such as offset lithographic presses, letter or letterset presses, flexographic or gravure presses, to produce print on paper or other materials such as plastic, cloth, or rubber.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$ 7.00	\$14.00	\$ 8.00
Experience	\$10.00	\$23.75	\$16.00
3 years experience	\$12.00	\$25.00	\$19.63

Hours: Almost all employers report 40 hour work weeks. Few employers report an average 27 hour work week for part-timers. Few employers report an average 10 hour work week for temporary workers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Almost All (93%)	Few (10%)
Dental Insurance	Most (67%)	Few (8%)
Vision Insurance	Many (47%)	None (0%)
Life Insurance	Many (40%)	Few (7%)
Paid Sick Leave	Most (67%)	Few (7%)
Paid Vacation	All (100%)	Few (7%)
Retirement	Many (53%)	Few (7%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Small (1994 employment 30)
 Growth Rating: Much Faster than Average (33.3%)
 Job Openings: 20
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (6%)	None (0%)
Stable	Most (69%)	Many (40%)
Grow	Some (25%)	Most (60%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent Almost All (92%)
2. Bachelors (4 year) Degree Few (8%)

EXPERIENCE AND OTHER REQUIREMENTS

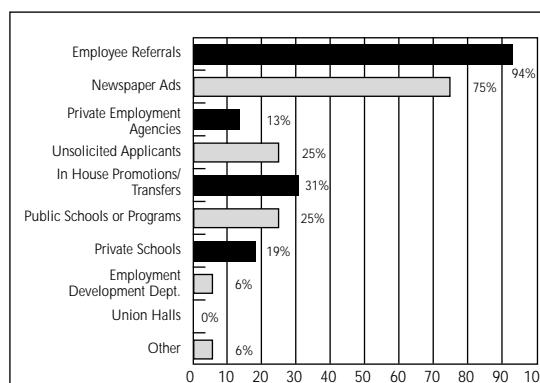
	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Some (25%)	Few (6%)	Most (69%)
Training as substitute for work experience:	Some (38%)	Many (44%)	Few (13%)	Few (6%)

JOB QUALIFICATIONS

Ability to: stand continuously for 2 or more hours; perform precision work; work under pressure; read and follow instructions; use printing inks.

Skills in: offset printing, custom black and white printing, desktop publishing and word processing.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Many employers promote to management or senior level press operator.

AVAILABLE TRAINING

Bayview Adult School
 Marin County Office of Education,
 Regional Occupational Program (ROP)

SALESPERSONS - RETAIL (EXCEPT VEHICLE SALES)

13 Respondents Representing 507 Employees

OES Code: 490112

Alternate Title: Sales Associates

DESCRIPTION

Retail Salespersons sell a variety of merchandise to the public. They assist the customer in making selections, obtain or receive the merchandise, total the bill, receive the payment in cash or by check or credit card, operate a cash register, and make change for the customer. They may stock shelves and set up advertising displays. This report does not include workers who work primarily as Cashiers.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$5.25	\$12.27	\$ 6.90
Experience	\$5.25	\$13.81	\$ 8.00
3 years experience	\$6.50	\$15.34	\$10.00

Some employers report commissions.

Hours: Many employers have 40 hour work weeks. Many employers have 21 hour work weeks for part-timers. Few employers have 25 hour work weeks for temporary and 14 hour work weeks for seasonal employees.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Most (77%)	Few (15%)
Dental Insurance	Most (62%)	Few (8%)
Vision Insurance	Some (31%)	None (0%)
Life Insurance	Many (46%)	Few (8%)
Paid Sick Leave	Many (54%)	Some (23%)
Paid Vacation	Almost All (85%)	Some (23%)
Retirement	Some (38%)	Few (8%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 4,340)
 Growth Rating: Much Faster than Average (19.6%)
 Job Openings: 1,980
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (8%)	None (0%)
Stable	Most (69%)	Most (77%)
Grow	Some (23%)	Some (23%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Some	(23%)
2. Some College	Most	(74%)
3. Bachelors (4 years) Degree	Few	(2%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	Few (8%)	Many (46%)	Many (46%)	None (0%)
Training as substitute for work experience:	Some (23%)	Many (46%)	Some (31%)	None (0%)

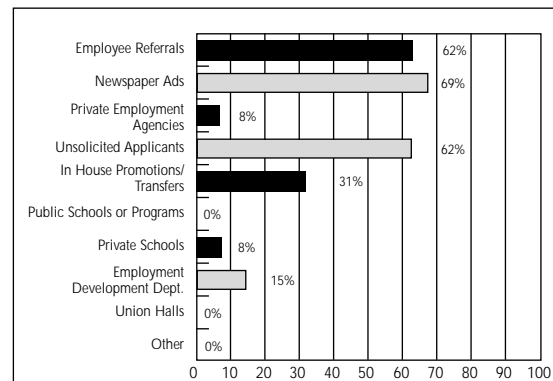
JOB QUALIFICATIONS

Ability to: follow oral instructions; work under pressure; make change; work with close supervision; work independently; read and follow instructions; operate a cash register.

Skills in: customer service, public contact, oral communication, grooming.

Knowledge of: computers.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Almost all employers promote to management.

AVAILABLE TRAINING

College of Marin
 Marin County Office of Education,
 Regional Occupational Program (ROP)

SECRETARIES, MEDICAL

15 Respondents Representing 34 Employees

OES Code: 551050

Alternate Title: Receptionists

DESCRIPTION

Medical Secretaries perform secretarial duties utilizing specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Their duties include taking dictation, and compiling and recording medical charts, reports, and correspondence, as well as preparing and sending bills to patients or recording appointments.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$ 6.90	\$16.00	\$ 9.50
Experience	\$ 8.63	\$18.00	\$11.99
3 years experience	\$11.00	\$20.14	\$13.90

Hours: Almost all employers report 40 hour work weeks. Some employers report an average 18 hour work week for part-timers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	All (100%)	Some (27%)
Dental Insurance	Many (47%)	Some (27%)
Vision Insurance	Some (20%)	Few (7%)
Life Insurance	Many (47%)	Few (13%)
Paid Sick Leave	All (100%)	Some (27%)
Paid Vacation	All (100%)	Some (27%)
Retirement	Many (47%)	Few (13%)
Child Care	Few (7%)	None (0%)

EMPLOYMENT TRENDS

MARIN COUNTY OCCUPATIONAL FORECAST 1994 - 2001

Size: Medium (1994 employment 230)
Growth Rating: Remain Stable (0%)
Job Openings: 30
Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>Somewhat Difficult</i>

Occupational employment during:

	Last Year	Next 3 Years
Stable	Almost All (87%)	Almost All (80%)
Grow	Few (13%)	Some (20%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Few	(9%)
2. Some College	Many	(45%)
3. Bachelor (4 year) Degree	Many	(45%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Some (20%)	Some (33%)	Many (47%)
Training as substitute for work experience:	Some (33%)	Many (53%)	Few (13%)	None (0%)

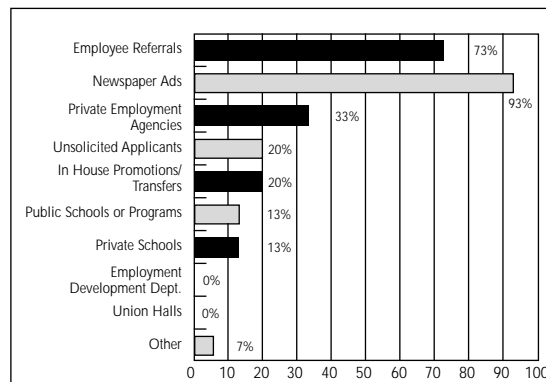
JOB QUALIFICATIONS

Ability to: read and follow instructions; work under pressure; interact well with others.

Skills in: customer service, telephone answering, oral communication.

Knowledge of: word processing and database.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Many employers promote to management positions.

AVAILABLE TRAINING

College of Marin
Tamalpais Adult High School District

TEACHERS - ELEMENTARY SCHOOL

19 Respondents Representing 845 Employees

OES Code: 313050

Alternate Title: Classroom Teachers

DESCRIPTION

Elementary School Teachers teach elementary (kindergarten through eighth grade) pupils in public or private schools basic academic, social, and other formative skills. This report does not include special teachers who teach only handicapped pupils.

WAGES/BENEFITS

WAGES:	Low	High	Median
(Non Union)			
No experience	\$10.00	\$14.74	\$12.99
Experience	\$10.00	\$16.59	\$14.38
3 years experience	\$13.00	\$19.18	\$15.58
(Union)			
No experience	\$12.18	\$19.25	\$14.44
Experience	\$16.00	\$28.13	\$19.88
3 years experience	\$17.29	\$30.05	\$22.14

Hours: Almost all employers report 40 hour work weeks. Almost all employers report 17 hour work weeks for part-timers. Some employers report an average 24 hour work week for temporary workers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	All (100%)	Many (42%)
Dental Insurance	All (100%)	Many (42%)
Vision Insurance	Many (53%)	Some (32%)
Life Insurance	Some (37%)	Few (16%)
Paid Sick Leave	Almost All (95%)	Some (21%)
Paid Vacation	Many (58%)	Some (21%)
Retirement	Most (68%)	Many (42%)
Child Care	Some (21%)	Few (11%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 960)
 Growth Rating: No significant change (5.2%)
 Job Openings: 180
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>Somewhat Difficult</i>

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (5%)	None (0%)
Stable	Many (47%)	Most (63%)
Grow	Many (47%)	Some (37%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. Bachelor (4 year) Degree	Some	(35%)
2. Graduate Study	Most	(65%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	Few (11%)	Some (26%)	Many (42%)	Some (21%)
Training as substitute for work experience:	Some (21%)	Most (74%)	Few (5%)	None (0%)

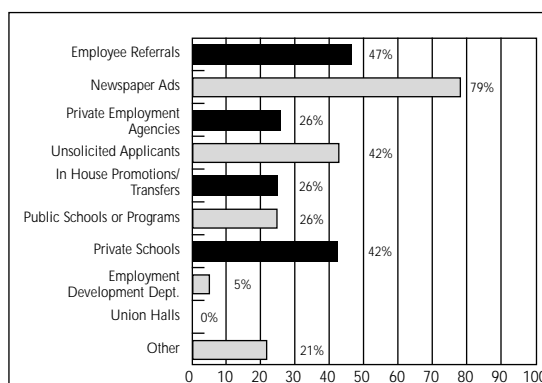
JOB QUALIFICATIONS

Ability to: exercise patience; read and follow instructions; work independently; work under pressure; write effectively; maintain clear police record.

Skills in: classroom management, problem solving.

Knowledge of: word processing and desktop publishing.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to administrator, principal or department head.

AVAILABLE TRAINING

Dominican College

TRAFFIC, SHIPPING, AND RECEIVING CLERKS

14 Respondents Representing 103 Employees

OES Code: 580280

Alternate Titles: Receiving Clerks, Shipping Clerks

DESCRIPTION

Traffic, Shipping and Receiving Clerks verify and keep records on incoming and outgoing shipments and prepare items for shipment. Duties include assembling, addressing, stamping, and shipping merchandise or material; receiving, unpacking, verifying and recording incoming merchandise or material; and arranging for the transportation of products. This report does not include Stock Clerks, and workers whose primary duties involve weighing and checking.

WAGES/BENEFITS

WAGES:	Low	High	Median
No experience	\$6.00	\$10.00	\$ 7.00
Experience	\$6.50	\$12.00	\$ 9.00
3 years experience	\$7.50	\$15.00	\$10.83

Hours: Almost all employers report an average 39 hour work week. Many employers report an average 20 hour work week for part-timers.

BENEFITS:	Full Time	Part-Time
Medical Insurance	All (100%)	Few (14%)
Dental Insurance	Almost All (93%)	Few (14%)
Vision Insurance	Most (64%)	Few (14%)
Life Insurance	Most (79%)	Few (14%)
Paid Sick Leave	Most (79%)	Some (36%)
Paid Vacation	All (100%)	Some (36%)
Retirement	Almost All (86%)	Some (29%)
Child Care	Few (7%)	Few (7%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 650)
 Growth Rating: Slower than average (7.7%)
 Job Openings: 120
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified	<i>Somewhat Difficult</i>
Inexperienced	<i>A Little Difficult</i>

Occupational employment during:

	Last Year	Next 3 Years
Decline	Few (7%)	None (0%)
Stable	Almost All (86%)	Most (71%)
Grow	Few (7%)	Some (29%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School	Many	(56%)
2. Some College	Many	(44%)

EXPERIENCE AND OTHER REQUIREMENTS

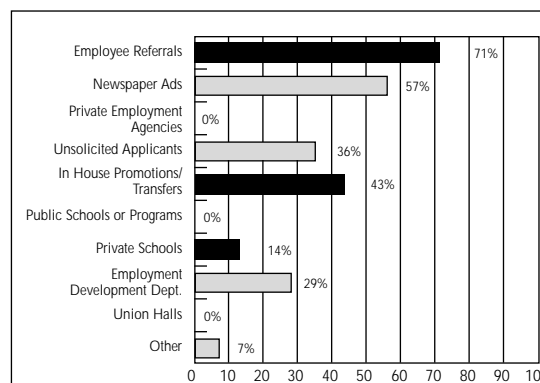
	Never	Sometimes	Usually	Always
Work experience required:	Few (14%)	Many (50%)	Few (14%)	Some (21%)
Training as substitute for work experience:	Many (43%)	Some (29%)	Some (29%)	None (0%)

JOB QUALIFICATIONS

Ability to: follow oral instructions; read and follow instructions; interact well with others; work independently; stand continuously for 2 or more hours.

Skills in: oral communications and computers.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Almost all employers promote to management or higher level positions.

AVAILABLE TRAINING

College of Marin

TRUCK DRIVERS - HEAVY OR TRACTOR TRAILER

18 Respondents Representing 180 Employees

OES Code: 971020

Alternate Title: Drivers

DESCRIPTION

Heavy or Tractor Trailer Truck Drivers drive tractor-trailer combinations or trucks with a capacity of more than three tons to transport and deliver goods, livestock, or materials in liquid, loose or packaged form. They may be required to unload trucks.

WAGES/BENEFITS

WAGES: (Non Union)	Low	High	Median
No experience	\$8.00	\$15.00	\$10.00
Experience	\$7.50	\$18.00	\$12.00
3 years experience	\$8.75	\$18.00	\$15.00
(Union)			
No Experience	\$ 9.00	\$15.00	\$12.00
Experience	\$14.95	\$17.00	\$15.00
3 years experience	\$17.90	\$18.00	\$18.00

Hours: Almost all employers report 40 hour work weeks. Some employers report part-timers average 25 hour work weeks and temporary workers average 33 hour work weeks. Few employers report seasonal workers average 45 hour work weeks.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Almost All (81%)	Few (6%)
Dental Insurance	Most (63%)	None (0%)
Vision Insurance	Some (31%)	None (0%)
Life Insurance	Some (25%)	None (0%)
Paid Sick Leave	Many (50%)	None (0%)
Paid Vacation	Most (75%)	None (0%)
Retirement	Some (31%)	None (0%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Large (1994 employment 600)
 Growth Rating: Slower than average (6.7%)
 Job Openings: 110
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *Somewhat Difficult*
 Inexperienced *Somewhat Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Stable	Most (61%)	Most (61%)
Grow	Some (39%)	Some (39%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Most	(60%)
2. Some College	Many	(40%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	None (0%)	Few (17%)	Many (50%)	Some (33%)
Training as substitute for work experience:	Many (44%)	Some (39%)	Few (11%)	Few (6%)

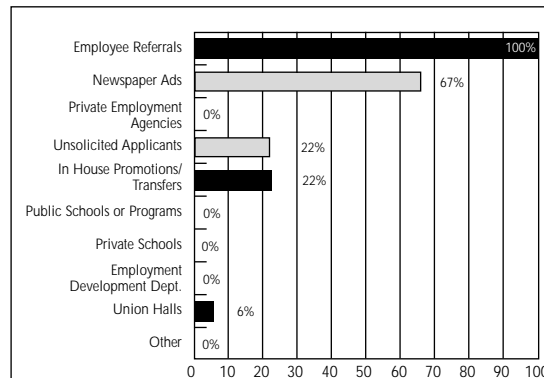
JOB QUALIFICATIONS

Ability to: work independently; read and follow instructions; write legibly; synthesize information; maintain good DMV driving record; maintain valid Class A driver's license; work on-call.

Skills in: oral communications, interpersonal.

Certificates and Licenses: valid driver's license.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers do not promote.

AVAILABLE TRAINING

Research does not identify any local training providers.

TYPISTS, INCLUDING WORD PROCESSING

17 Respondents Representing 384 Employees

OES Code: 553070

Alternate Titles: Clerk Typists, Word Processors

DESCRIPTION

Typists, including Word Processing, type letters, reports, stencils, forms, addresses or other straight copy material from rough draft, corrected copy, or voice recording and may perform other clerical duties as assigned. Typists, including Word Processing, may use typewriters or word processing equipment. This report does not include Key punchers, Secretaries or Stenographers.

WAGES/BENEFITS

WAGES:	Low	High	Median
<i>(Non Union)</i>			
No experience	\$ 7.50	\$12.49	\$10.00
Experience	\$ 8.00	\$14.12	\$11.75
3 years experience	\$ 8.00	\$20.00	\$14.25
<i>(Union)</i>			
No Experience	\$ 8.95	\$12.04	\$10.09
Experience	\$ 9.81	\$14.48	\$13.16
3 years experience	\$10.74	\$16.54	\$14.64

Hours: Almost all employers report an average 39 hour work week. Many employers report an average 18 hour work week for part-timers. A few employers report an average 23 and 38 hour work weeks for temporary and seasonal workers, respectively.

BENEFITS:	Full Time	Part-Time
Medical Insurance	Almost All (87%)	Many (40%)
Dental Insurance	Most (73%)	Some (27%)
Vision Insurance	Many (47%)	Some (27%)
Life Insurance	Many (53%)	Some (27%)
Paid Sick Leave	Almost All (80%)	Some (33%)
Paid Vacation	Almost All (87%)	Some (33%)
Retirement	Most (73%)	Some (33%)

EMPLOYMENT TRENDS

OCCUPATIONAL FORECAST 1994 - 2001

Size: Very large (1994 employment 900)
 Growth Rating: Decline (-18.9%)
 Job Openings: 60
 Average growth for all occupations in Marin County is 11.7%.

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

Fully Qualified *A Little Difficult*
 Inexperienced *A Little Difficult*

Occupational employment during:

	Last Year	Next 3 Years
Stable	Most (63%)	Most (63%)
Grow	Some (37%)	Some (37%)

EMPLOYER EVALUATIONS

EDUCATION AND TRAINING

1. High School or Equivalent	Almost All (84%)
2. Some College	Few (5%)
3. Bachelor Degree	Few (11%)

EXPERIENCE AND OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work experience required:	Few (6%)	Few (13%)	Many (50%)	Some (31%)
Training as substitute for work experience:	Some (31%)	Many (56%)	Few (13%)	None (0%)

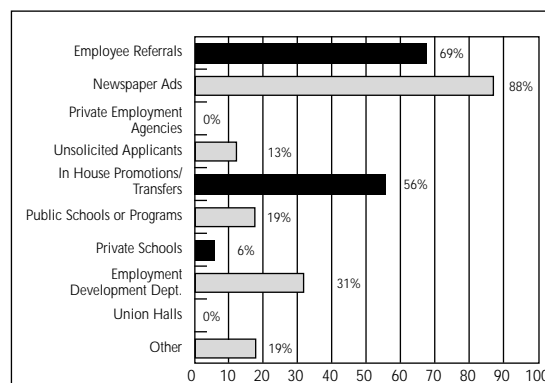
JOB QUALIFICATIONS

Ability to: read and follow instructions; use word processing software; make decisions; perform detailed clerical work; type at least 60 WPM; work independently; write legibly and effectively.

Skills in: interpersonal, English grammar, spelling and punctuation, proofreading, problem solving, oral communication.

Knowledge of: word processing, database and spreadsheet.

RECRUITMENT TECHNIQUES



OTHER INFORMATION

PROMOTION

Most employers promote to secretary or other higher level jobs.

AVAILABLE TRAINING

College of Marin
 Marin County Office of Education,
 Regional Occupational Program (ROP)
 Tamalpais Adult High School District

TRAINING PROVIDERS:

The following list of Marin County training providers offer preparation for many of the occupations summarized in this report.

Bayview Adult School

San Quentin Prison
San Quentin, CA 94964
(415) 454-1460
Fax (415) 455-5049

College of Marin, Kentfield Campus

835 College Avenue
Kentfield, CA 94994
(415) 457-8811
Fax (415) 456-7770

Dominican College of San Rafael

50 Acacia Avenue
San Rafael, CA 94901
(415) 485-3204
Fax (415) 485-3205

Marin County Office of Education, Regional Occupational Program

1111 Las Gallinas Avenue
San Rafael, CA 94903
(415) 499-5860
Fax (415) 491-6622

Security Seminars

65 Marina Center
San Rafael, CA 94901
(415) 472-1110
Fax (415) 499-5149

Tamalpais Adult High School District

P.O. Box 605
Larkspur, CA 94777
(415) 945-3730
Fax (415) 945-3767

THE CCOIS QUESTIONNAIRE



Please return completed questionnaire to:
Marin Employment Connection
2980A Kerner Blvd.
San Rafael CA 94901 5578

Phone: (415) 499-3074
Fax: (415) 499-4260

ALL RESPONSES ARE KEPT STRICTLY CONFIDENTIAL

Whom should we contact with any further questions?

NAME: _____
POSITION: _____
PHONE: _____ FAX: _____

Please complete this questionnaire for the occupation described below. If you have multiple locations, please confine your answers to locations in Marin County. Please call the number above if you have questions.

BILLING, COST, AND RATE CLERKS

Billing, Cost and Rate Clerks compile data, compute fees and charges, and prepare invoices for billing purposes. Their duties also include computing costs and calculating rates for goods, services, and shipment of goods; posting data and keeping other relevant records. Their work may involve the use of typing, adding, calculating, and bookkeeping machines. Please do not include workers whose primary duty is operation of special office machines such as billing, posting, and calculating machines. Also, do not include workers who calculate charges for passenger transportation.

1. What job title(s) do you use for these duties _____ 005

2. How many employees do you currently have in this occupation? _____ 010
How many of these fall within each of the following categories, and how many hours per week do they work, on average?

	NUMBER OF EMPLOYEES				AVERAGE WEEKLY HOURS																															
Regular, Full Time:	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	590	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	591
Regular, Part Time:	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	650	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	651
Temporary Or On-Call:	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	630	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	631
Seasonal:	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	610	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	611

3. Of the people you have hired into this occupation over the last 12 months, how many were hired to fill:

vacancies resulting from promotions within your firm?	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	031
vacancies resulting from people in permanent positions leaving your firm?	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	032
new permanent positions resulting from growth?	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	030
temporary or seasonal positions?	<table><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr></table>																	033

4. Of the employees you currently have in this occupation, how many are: MALE? _____ 060 FEMALE? _____ 061

5. During the last year, did your firm's employment in this occupation: (Please Check One)

DECLINE ☐ 480 3 REMAIN STABLE ☐ 480 2 GROW ☐ 480 1

Why? _____ 481

6. Over the next three years, do you expect your firm's employment in this occupation to: (Please Check One)

DECLINE ☐ 740 3 REMAIN STABLE ☐ 740 2 GROW ☐ 740 1

Why? _____ 741

7. Are your employees in this occupation members of a union? (Please Check One) YES ☐ 300 1 NO ☐ 300 2

8. For the people you hire into this occupation, is previous experience required? (Please Check One)

NEVER ☐ 390 4 SOMETIMES ☐ 390 3 USUALLY ☐ 390 2 ALWAYS ☐ 390 1

9. If you require previous experience, what jobs can it be in and how many months of experience meet your qualifications?

_____⁴¹⁴ (Job Title) _____⁴¹⁶ (Months of Experience) _____⁴¹⁵ (Job title) _____⁴¹⁷ (Months of Experience)

553440

Please continue on page 2

MARIN 1997

10. How difficult is it to find *fully experienced and qualified* applicants? (Please Check One)

NOT DIFFICULT ☐ 721 1 A LITTLE DIFFICULT ☐ 721 2 SOMEWHAT DIFFICULT ☐ 721 3 VERY DIFFICULT ☐ 721 4

11. If you ever hire *inexperienced* applicants (trained or untrained), how difficult is it to find applicants who meet your hiring standards? (Please Check One)

NOT DIFFICULT ☐ 731 1 A LITTLE DIFFICULT ☐ 731 2 SOMEWHAT DIFFICULT ☐ 731 3 VERY DIFFICULT ☐ 731 4

12. Is training acceptable as a substitute for experience? (Please Check One)

NEVER ☐ 391 4 SOMETIMES ☐ 391 3 USUALLY ☐ 391 2 ALWAYS ☐ 391 1

13. If training or certification is required prior to employment, please describe what is needed and how much.

_____ 153 _____ 156
(Training or Certification Needed) (Months of Training)

14. What level of formal education do most of your recently hired employees in this occupation have? (Please Check One)

LESS THAN HIGH SCHOOL	<input type="checkbox"/>	140	ASSOCIATE (2 YEAR) DEGREE	<input type="checkbox"/>	142
HIGH SCHOOL OR EQUIVALENT	<input type="checkbox"/>	141	BACHELOR (4 YEAR) DEGREE	<input type="checkbox"/>	144
SOME COLLEGE, BUT NO DEGREE	<input type="checkbox"/>	157	GRADUATE STUDY	<input type="checkbox"/>	158

15. What type of computer software skills, if any, do you seek in applicants for this occupation? (Please check all that apply)

WORD PROCESSING ☐ 051 SPREADSHEET ☐ 050 DATABASE ☐ 052 DESKTOP PUBLISHING ☐ 053

Other (Please Specify): _____ 054 _____ 055

16. Over the next three years, what new skills are needed to perform the functions of this occupation and what skills are becoming obsolete?

NEW SKILLS: _____ 460 _____ 462
_____ 461 _____ 463

17. What is the usual income earned by your employees in this occupation at the following levels of skill and experience? Please separate the base wage or salary from tips and commissions, if applicable.

	BASE WAGE OR SALARY		TIPS OR COMMISSIONS	
New Hires With No Experience (Trained or Untrained):	\$ _____	550	\$ _____	553
New Hires Who Are Experienced:	\$ _____	551	\$ _____	554
Experienced Employees After Three Years With Your Firm:	\$ _____	552	\$ _____	555

Per: (Please Check One) HOUR ☐ 556 H WEEK ☐ 556 W HOUR ☐ 557 H WEEK ☐ 557 W
MONTH ☐ 556 M YEAR ☐ 556 A MONTH ☐ 557 M YEAR ☐ 557 A

Other (Please specify) _____ ☐ 556 O Other _____ ☐ 557 O

18. Does your firm offer benefits to employees in this occupation? (Please Check One)

YES ☐ 589 1 NO ☐ 589 2

If yes, please specify: (Please Check All That Apply)

	FULL-TIME	PART-TIME		FULL-TIME	PART-TIME
MEDICAL INSURANCE	<input type="checkbox"/> 573	<input type="checkbox"/> 583	PAID SICK LEAVE	<input type="checkbox"/> 571	<input type="checkbox"/> 581
DENTAL INSURANCE	<input type="checkbox"/> 574	<input type="checkbox"/> 584	PAID VACATION	<input type="checkbox"/> 570	<input type="checkbox"/> 580
VISION INSURANCE	<input type="checkbox"/> 575	<input type="checkbox"/> 585	RETIREMENT PLAN	<input type="checkbox"/> 572	<input type="checkbox"/> 582
LIFE INSURANCE	<input type="checkbox"/> 576	<input type="checkbox"/> 586	CHILD CARE	<input type="checkbox"/> 577	<input type="checkbox"/> 587
Other (Please Specify): _____	578				588

19. Do you ever promote employees from this occupation to higher level position? (Please Check One)

YES ☐ 514 1 NO ☐ 514 2

If yes, please specify: _____ 510

20. When you recruit employees for this occupation, which of the following methods do you *primarily* use? (Check all that apply)

EMPLOYEES' REFERRALS	<input type="checkbox"/>	371	PUBLIC SCHOOL OR PROGRAM REFERRALS	<input type="checkbox"/>	376
RECRUIT VIA NEWSPAPER ADS	<input type="checkbox"/>	372	PRIVATE SCHOOL REFERRALS	<input type="checkbox"/>	377
PRIVATE EMPLOYMENT AGENCIES	<input type="checkbox"/>	373	EMPLOYMENT DEVELOPMENT DEPT.	<input type="checkbox"/>	374
HIRE UNSOLICITED APPLICANTS	<input type="checkbox"/>	379	UNION HALL REFERRALS	<input type="checkbox"/>	378
IN-HOUSE PROMOTION OR TRANSFER	<input type="checkbox"/>	370	Other (Please specify): _____	<input type="checkbox"/>	380

THANK YOU FOR YOUR COOPERATION !

Would you like to receive the outlook summary for this or any other occupation? (Please check one) YES ☐ 382 1 NO ☐ 382 2

USER SURVEY

Dear Information User:

The local efforts which produce this **Occupational Outlook Report** from the California Cooperative Occupational Information System (CCOIS) are supported financially by state and local agencies and employers. Your response to the following questions will help us to ensure our customers are satisfied with our products. Simply fold the postage-paid form in thirds, tape the top, and drop in a mailbox.

Please enter the report issue year on the line next to the Occupational Outlook Report you are evaluating:

<u>Year</u>	<u>Year</u>	<u>Year</u>	<u>Year</u>	<u>Year</u>
<input type="checkbox"/> Alameda	<input type="checkbox"/> Kings	<input type="checkbox"/> Napa	<input type="checkbox"/> San Diego	<input type="checkbox"/> Santa Cruz
<input type="checkbox"/> Butte	<input type="checkbox"/> Los Angeles	<input type="checkbox"/> North Central	<input type="checkbox"/> San Francisco	<input type="checkbox"/> Shasta
<input type="checkbox"/> Contra Costa	<input type="checkbox"/> Madera	<input type="checkbox"/> No. California	<input type="checkbox"/> San Joaquin	<input type="checkbox"/> Solano
		Counties		
<input type="checkbox"/> Fresno	<input type="checkbox"/> Marin	<input type="checkbox"/> Orange	<input type="checkbox"/> San Luis Obispo	<input type="checkbox"/> Sonoma
<input type="checkbox"/> Golden Sierra	<input type="checkbox"/> Mendocino	<input type="checkbox"/> Riverside	<input type="checkbox"/> San Mateo	<input type="checkbox"/> Stanislaus
<input type="checkbox"/> Humboldt	<input type="checkbox"/> Merced	<input type="checkbox"/> Sacramento/Yolo	<input type="checkbox"/> Santa Barbara	<input type="checkbox"/> Tulare
<input type="checkbox"/> Imperial	<input type="checkbox"/> Monterey	<input type="checkbox"/> San Benito	<input type="checkbox"/> Santa Clara (NOVA)	<input type="checkbox"/> Ventura
<input type="checkbox"/> Kern/Inyo/Mono	<input type="checkbox"/> Mother Lode	<input type="checkbox"/> San Bernardino		

Please rank from 1-3 (1 being the highest) how your organization uses CCOIS information:

<input type="checkbox"/> Career Counseling	<input type="checkbox"/> Research Tool
<input type="checkbox"/> Classroom Training/Course Program/Planning	<input type="checkbox"/> Business Location/Expansion
<input type="checkbox"/> Compensation Decision	<input type="checkbox"/> Economic Development
<input type="checkbox"/> JTPA/GAIN/Rehab/etc., Plan/Requirement	<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Placement	

Please rank from 1-3 (1 being the highest) the part(s) of the OOR(s) you use the most:

<input type="checkbox"/> Wages and Benefits	<input type="checkbox"/> Trends/Projections	<input type="checkbox"/> Training, educational requirements, experience	<input type="checkbox"/> Supply/Demand
<input type="checkbox"/> Employment Industries	<input type="checkbox"/> Skill Importance	<input type="checkbox"/> Other (specify) _____	

Please tell us, using specifics, what the value of our information is to you and/or your organization (e.g. cost savings; number of surveys avoided; number of training programs added, modified, or deleted; number using the information; etc.):

What are your unmet needs?

What type of organization best describes your organization (**SELECT ONE**):

School

- ☐ High School
- ☐ Community College
- ☐ College/University
- ☐ Adult Vocational Education (other than Community College)
- ☐ Other School (specify) _____

Private Business (other than Schools)

- ☐ Vocational Rehabilitation Agency
- ☐ Employment Agency
- ☐ Other Private Business (specify) _____

Government/Non-Profit (other than Schools)

- ☐ Chamber of Commerce
- ☐ Public Rehabilitation Agency
- ☐ Welfare/GAIN
- ☐ Other Government/Non-Profit (specify) _____

Do you wish to continue receiving this report? ☐ Yes ☐ No, please remove my name from the mailing list.

Your Name	_____	Organization Name	_____
Mailing Address	_____		
City/State/Zip	_____	Telephone Number ()	_____

Thank you.

Employment Development Department/P.O. Box 826216/MIC 57/Sacramento CA 94299-0019

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